

Message Text

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PAGE 01 FUKUOK 00120 130057Z

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ACTION COME-00

INFO OCT-01 EA-11 ISO-00 EB-11 RSC-01 DRC-01 CIAE-00

INR-10 NSAE-00 PA-03 USIA-15 PRS-01 SPC-03 /057 W

----- 077104

R 102400Z SEP 73

FM AMCONSUL FUKUOKA

TO SECSTATE WASHDC 334

INFO AMEMBASSY TOKYO

UNCLAS FUKUOKA 120

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJ: IN-STORE PROMOTION, "BIG AMERICA FAIR" IZUTSUYA

DEPARTMENT STORE, KITAKYUSHU

FOR COMMERCE

1) SEPT. 7 OPENING OF "BIG AMERICA FAIR" AT KOKURA BRANCH OF IZUTSUYA DEPARTMENT STORE, KITAKYUSHU, WITH ENTIRE FLOOR OF STORE DEVOTED TO PRODUCTS OF U.S. ORIGIN AND DISPLAY OF APOLLO MOON ROCK SAMPLE, WAS HIGHLY SUCCESSFUL AND DREW LARGE CROWDS. FSO'S PETER BECKER (EMBASSY TOKYO) AND ROBERT DORR (CONSULATE) PARTICIPATED IN OPENING CEREMONY AND RIBBON-CUTTING ATTENDED BY STORE PERSONNEL, BUYERS, AND PRESS. PRESS COVERAGE OF EVENT WAS EXTENSIVE AND GENERAL PUBLIC WAS HIGHLY RECEPTIVE TO THE U. S. MERCANDISE BEING DISPLAYED AND SOLD.

2) U. S. PARTICIPATION IN EVENT WAS ENHANCED BY SUPERB CONCERT ON

PAGE TWO RUADLTA5938 UNCLAS

SEPT. 8 BY MARINE CORPS BAND FROM FIRST MARINE AIR WING, MCAS IWAKUNI. CONCERT WAS PUBLICIZED IN ADVANCE AND DREW ENTHUSIASTIC RESPONSE FROM GENERAL PUBLIC, BAND GAVE THREE OPEN-AIR ROOFTOP PERFORMANCES WHICH DREW CROWDS RANGING FROM 200 TO 800.

3) "BIG AMERICA FAIR" AT STORE CONTINUES UNTIL SEPT. 12, AND STORE OFFICIALS TELL US INTEREST IN, AND SALES OF, U. S. MERCANDISE EXCEED EXPECTATIONS. CONSULATE WILL REPORT FURTHER ON EVENT IN SEPARATE MESSAGE.

RICHARDSON

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PAGE 02 FUKUOK 00120 130057Z

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 SEP 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973FUKUOK00120
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: FUKUOKA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730946/aaaabhqr.tel
Line Count: 60
Locator: TEXT ON-LINE
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: smithrj
Review Comment: n/a
Review Content Flags:
Review Date: 04 OCT 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04-Oct-2001 by maustmc>; APPROVED <06 MAR 2002 by smithrj>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IN-STORE PROMOTION, "BIG AMERICA FAIR" IZUTSUYA DEPARTMENT STORE, KITAKYUSHU
TAGS: BEXP, JA
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005